AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

1.   (Currently Amended) A method ~~of recognizing revenue for an Internet advertising campaign, the method~~ comprising:

specifying a target Gross Rating Point (GRP) for one or more lines of ~~the~~ an Internet advertising campaign;

specifying a total booked amount for the lines;

apportioning the target GRP among one or more time periods of the Internet advertising campaign; ~~and~~

apportioning the total booked amount among the time periods, wherein recognized revenue ~~is~~ being based on the apportioned target GRP and the apportioned total booked amount; and

facilitating display of the recognized revenue on a user interface.

2.   (Original) The method of claim 1, wherein the target GRP is apportioned equally among the time periods.

3.   (Original) The method of claim 1, wherein the booked amount is apportioned equally among the time periods.

4.   (Currently Amended) The method of claim 1, further comprising:

determining ~~the~~ an actual GRP achieved for the time periods; and

determining recognized revenue for the time periods such that a ratio of the recognized revenue to the total booked amount is based on a ratio of the actual GRP to the target GRP.

5.   (Original) The method of claim 1, further comprising serving advertisements on one or more Web pages in accordance with campaign parameters.

6.   (Original) The method of claim 4, wherein the ratio of recognized revenue to the total booked amount equals the ratio of the actual GRP to the target GRP for the lines.

7.   (Currently Amended) The method of claim 4, wherein the ratio of recognized revenue for a particular time period to the total booked amount for a particular line is equal to the ratio of actual GRP ~~for the particular time period~~ to the target GRP for ~~the~~ a particular line.

8.   (Original) The method of claim 1, further comprising:
determining an invoice amount for a billing period, the invoice amount being calculated by adding recognized revenue for the lines for the time periods falling within the billing period.

9.   (Canceled)

10.   (Currently Amended) The method of ~~claim 9~~ claim 8, wherein the adding recognized revenue further comprises:
adding revenue for a particular time period that falls partially within the billing period based on an amount of time that ~~the~~ a particular time period falls within the billing period.

11.   (Original) The method of claim 8, wherein the time period is a week.

12.   (Original) The method of claim 8, wherein the billing period is a month.

13.   (Canceled)

14.   (Original) The method of claim 8, further comprising capping the invoice amount for a line to an amount for the line for the billing period.

15.   (Original) The method of claim 2, further comprising, when a total actual GRP for a billing period for a particular line differs from a total target GRP for the particular line for the billing period, applying the difference between the total actual GRP and the total target GRP for the billing period to a subsequent billing period.

16.   (Currently Amended) The method of claim ~~2~~ 15, further comprising, when the total actual GRP for the billing period for a particular line is less than the total target GRP for the particular line for the billing period, applying the difference between the total actual GRP and the total target GRP to a subsequent billing period.

17.   (Original) The method of claim 1, wherein each of the lines is related to an individual Web property.

18.   (Original) The method of claim 1, wherein each of the lines has an associated target GRP.

19.   (Currently Amended) The method of claim 13, wherein any difference between an actual weekly GRP and a target weekly GRP is automatically carried over to ~~the~~ a subsequent week, if the subsequent week is within ~~the~~ a same calendar month.

20.   (Currently Amended) The method of claim 15, wherein the difference is calculated for each of the lines of the Internet advertising campaign.

21.   (Original) The method of claim 1, wherein recognized revenue is separately calculated for each of the lines.

22.   (Currently Amended) The method of claim 8, wherein the billing period of each of the lines is independent of ~~the~~ other lines.

23.   (Currently Amended) A computer system ~~for recognizing revenue for an Internet advertising campaign, the system~~ comprising:

one or more computers configured to:

identify a target Gross Rating Point (GRP) for one or more lines of the Internet

advertising campaign;

determine a total booked amount of money for the lines;

determine an apportionment of the target GRP among one or more time periods of

the Internet advertising campaign for the lines;

identify an apportionment of the total booked amount among the time periods;

and

determine revenue based on the apportioned GRP and the apportioned booked

amount; and

facilitate display of the revenue on a user interface.

24.   (Currently Amended) The system of claim 23, wherein the computers are

further configured to:

determine the actual GRP achieved for each of the time periods; and

determine recognized revenue for the time periods such that a ratio of the

recognized revenue to the total booked amount is based on a ratio of the actual GRP to

the target GRP.

25.   (Original) The system of claim 23, wherein the target GRP is apportioned

equally among the time periods.

26.   (Original) The system of claim 23, wherein the booked amount is

apportioned equally among the time periods.

27.   (Original) The system of claim 24, wherein a ratio of recognized revenue

to the total booked amount equals a ratio of the actual GRP to the target GRP for the

lines.

28.   (Original) The system of claim 24, wherein the computers are further

configured to serve advertisements on one or more Web pages in accordance with

campaign characteristics.

29.   (Original) The system of claim 23, wherein the computers are further configured to:

determine an invoice amount for a billing period, the invoice amount being calculated by adding recognized revenue for the lines for the time periods falling within the billing period.

30.   (Currently Amended) The system of claim 23, wherein the ratio of recognized revenue for a particular time period to the total booked amount for a particular line is equal to the ratio of actual GRP for the particular time period to the target GRP for the particular line.

31.   (Original) The system of claim 29, wherein the adding recognized revenue is for lines falling entirely within the billing period.

32.   (Currently Amended) The system of claim 31, wherein the adding recognized revenue further comprises:

adding revenue for a particular time period that falls partially within the billing period based on an amount of time that the particular time period falls within the billing period.

33.   (Currently Amended) A method of recognizing revenue for an Internet advertising campaign, the method comprising the steps of:

a step for identifying a target Gross Rating Point (GRP) for one or more lines of the an Internet advertising campaign;

a step for identifying a total booked amount of money for the lines;

a step for apportioning the target GRP among one or more time periods of the Internet advertising campaign; and

a step for apportioning the total booked amount among the time periods, wherein recognized revenue ~~is~~ being based on the apportioned target GRP and the apportioned total booked amount; and

>a step for facilitating display of the recognized revenue on a user interface.

34.   (Original) The method of claim 33, wherein the target GRP is apportioned equally among the time periods.

35.   (Original) The method of claim 33, wherein the booked amount is apportioned equally among the time periods.

36.   (Currently Amended) The method of claim 33, further comprising:
a step for determining ~~the~~ actual GRP achieved for the time periods; and
a step for determining recognized revenue for the time periods such that a ratio of recognized revenue to the total booked amount is based on a ratio of the actual GRP to the target GRP for the time periods.

37.   (Currently Amended) A computer system ~~for recognizing revenue for an Internet advertising campaign, the system~~ comprising:
means for identifying a target Gross Rating Point (GRP) for one or more lines of ~~the~~ an Internet advertising campaign;
means for identifying a total booked amount of money for the lines; means for identifying an apportionment of the target GRP among one or more time periods of the Internet advertising campaign for the lines;
means for identifying an apportionment of the total booked amount among the time periods; ~~and~~
means for determining revenue based on the apportioned GRP and the apportioned booked amount; and

>means for facilitating display of the revenue on a user interface.

38.   (Original) The system of claim 37, further comprising:

means for determining the actual GRP achieved for each of the time periods; and

means for determining recognized revenue for the time periods such that a ratio of recognized revenue to the total booked amount is based on a ratio of the actual GRP to the target GRP.

39.   (Currently Amended) A method ~~of determining charges for an Internet campaign, the method~~ comprising:

specifying a goal effectiveness measure for one or more portions of ~~the~~ an Internet campaign;

specifying a total booked amount for the portions;

apportioning the goal effectiveness measure among one or more portions of the Internet campaign;

apportioning the total booked amount among the portions, wherein charges are based on the apportioned goal effectiveness measure and the apportioned total booked amount:[.]

determining ~~the~~ an actual effectiveness measure achieved for the portions; ~~and~~

determining the charges for the portions such that a ratio of the charges for the total booked amount is based on a ratio of the actual effectiveness measure and the goal effectiveness measure; and

facilitating display of the charges for the portions on a user interface.